

CLAIMS:

1. A method comprising steps of:  
receiving identification information from a consumer;  
identifying said consumer based upon said received identification information;  
retrieving an exercised promotions denominator related to a promotion exercised by said identified consumer; and  
determining a targeted promotion likely to be exercised based at least in part upon said retrieved exercised promotions denominator.
2. The method according to claim 1, further comprising providing said targeted promotion to said consumer.
3. The method according to claim 1, further comprising providing information related to said targeted promotion to a third party.
4. The method according to claim 1, wherein said determining step comprises comparing a potential targeted promotion with said exercised promotions denominator.
5. The method according to claim 1, wherein said determining step comprises determining a likelihood that a potential targeted promotion will be exercised by said consumer.
6. The method according to claim 5, wherein said determining a likelihood step comprises comparing a characteristic of said potential targeted promotion with said exercised promotions denominator.
7. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion relative value denominator.

8. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion absolute value denominator.

9. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion delivery method denominator.

10. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion exercise location denominator.

11. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion promoted product denominator.

12. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion class denominator.

13. The method according to claim 6, wherein said exercised promotions denominator comprises an exercised promotion frequency denominator.

14. The method according to claim 1, wherein:  
said exercised promotions denominator is related to a promotion exercised in a first industry; and  
said targeted promotion is for a second product in a second industry.

15. The method according to claim 14, wherein said first industry comprises a packaged goods industry.

16. The method according to claim 1, wherein:

said exercised promotions denominator is related to a promotion exercised in a first product class; and

said targeted promotion is for a second product in a second product class.

17. The method according to claim 16, wherein said first product class comprises goods and said second product class comprises services.

18. The method according to claim 1, wherein:

said exercised promotions denominator is related to a promotion exercised for a first product class; and

said targeted promotion is for a second product in a second product class.

19. The method according to claim 18, wherein said first product class comprises goods found at a supermarket.

20. A method comprising steps of:

obtaining promotion information related to a particular promotion;

comparing said received promotion information to a plurality of exercised promotion denominators based on promotions exercised by a plurality of consumers; and

selecting a targeted consumer from said plurality of consumers based at least in part upon said plurality of exercised promotion denominators, said targeted consumer being likely to exercise said particular promotion.

21. The method according to claim 20, further comprising providing said particular promotion to said targeted consumer.

22. The method according to claim 20, further comprising providing information related to said targeted consumer to a third party.

23. The method according to claim 20, wherein said selecting step comprises comparing said particular promotion with said plurality of exercised promotion denominators.

24. The method according to claim 20, wherein said selecting step comprises determining a likelihood that said particular promotion will be exercised by said targeted consumer.

25. The method according to claim 24, wherein said determining step comprises comparing a characteristic of said particular promotion with said plurality of exercised promotion denominators.

26. The method according to claim 25, wherein said plurality of exercised promotion denominators comprise a plurality of exercised promotion relative value denominators.

27. The method according to claim 25, wherein said plurality of exercised promotion denominators comprise a plurality of exercised promotion absolute value denominators.

28. The method according to claim 25, wherein said plurality of exercised promotion denominators comprise a plurality of exercised promotion delivery method denominators.

29. The method according to claim 25, wherein said plurality of exercised promotions denominators comprise a plurality of exercised promotion exercise location denominators.

30. The method according to claim 25, wherein said plurality of exercised promotion denominators comprise a plurality of exercised promotion promoted product denominators.

31. The method according to claim 25, wherein said plurality of exercised promotion denominators comprise a plurality of exercised promotion class denominators.

32. The method according to claim 25, wherein said plurality of exercised promotion denominators comprise a plurality of exercised promotion frequency denominators.

33. The method according to claim 20, wherein:  
said plurality of exercised promotion denominators is related to a plurality of first promotions exercised in a first industry; and  
said particular promotion is for a second product in a second industry.

34. The method according to claim 33, wherein said first industry comprises a packaged goods industry.

35. The method according to claim 20, wherein:  
said plurality of exercised promotion denominators is related to a plurality of first promotions exercised in a first product class; and  
said particular promotion is for a second product in a second product class.

36. The method according to claim 35, wherein said first product class comprises goods and said second product class comprises services.

37. The method according to claim 20, wherein:  
said plurality of exercised promotion denominators is related to a plurality of first promotions exercised for a first product class; and  
said particular promotion is for a second product in a second product class.

38. The method according to claim 37, wherein said first product class comprises goods found at a supermarket.

39. A method comprising:

receiving a request for a provision of targeted promotions, said request including at least one parameter related to said provision of targeted promotions;

selecting likely exercisers of a targeted promotion from a plurality of consumers based at least in part upon promotions exercised by said likely exercisers;

determining a targeted promotion likely to be exercised by said likely exercisers based at least in part upon promotions exercised by said likely exercisers; and

providing information related to at least one of said selected likely exercisers and said determined targeted promotion,

wherein said at least one parameter related to said provision of targeted promotions is used in at least one of said selecting step and said determining step.

40. The method according to claim 39, wherein said providing information step comprises providing said selected likely exercisers with said determined targeted promotion.

41. The method according to claim 39, wherein said providing information step comprises providing a list of said selected likely exercisers to a party having made said request for a provision of targeted promotions.

42. The method according to claim 39, wherein said at least one parameter related to said provision of targeted promotions comprises a class of targeted promotion.

43. The method according to claim 39, wherein said determining step comprises comparing a characteristic of said targeted promotion with said plurality of exercised promotion parameters.

44. The method according to claim 39, wherein said at least one parameter related to said provision of targeted promotions comprises a total value of promotions to be exercised.

45. The method according to claim 39, wherein said at least one parameter related to said provision of targeted promotions comprises a total number of promotions to be exercised.

46. The method according to claim 39, wherein said determining step comprises comparing a characteristic of promotions exercised by said likely exercisers with a characteristic of said targeted promotion.

47. The method according to claim 46, wherein said characteristic of promotions exercised by said likely exercisers and said characteristic of said targeted promotion both comprise a relative value.

48. The method according to claim 46, wherein said characteristic of promotions exercised by said likely exercisers and said characteristic of said targeted promotion both comprise an absolute value.

49. The method according to claim 46, wherein said characteristic of promotions exercised by said likely exercisers and said characteristic of said targeted promotion both comprise a delivery method.

50. The method according to claim 46, wherein said characteristic of promotions exercised by said likely exercisers and said characteristic of said targeted promotion both comprise an exercise location.

51. The method according to claim 46, wherein said characteristic of promotions exercised by said likely exercisers and said characteristic of said targeted promotion both comprise a promoted product.

52. The method according to claim 46, wherein said characteristic of promotions exercised

by said likely exercisers and said characteristic of said targeted promotion both comprise a class of promotion.

53. The method according to claim 46, wherein said characteristic of promotions exercised by said likely exercisers and said characteristic of said targeted promotion both comprise an exercise frequency of promotion.

54. The method according to claim 39, wherein:  
said promotions exercised by said likely exercisers are related to a plurality of first promotions exercised in a first industry; and  
said targeted promotions are for a second product in a second industry.

55. The method according to claim 54, wherein said first industry comprises a packaged goods industry.

56. The method according to claim 39, wherein:  
said promotions exercised by said likely exercisers are related to a plurality of first promotions exercised in a first product class; and  
said targeted promotions are for a second product in a second product class.

57. The method according to claim 56, wherein said first product class comprises goods and said second product class comprises services.

58. The method according to claim 39, wherein:  
said promotions exercised by said likely exercisers are related to a plurality of first promotions exercised for a first product class; and  
said targeted promotions are for a second product in a second product class.

59. The method according to claim 58, wherein said first product class comprises goods



found at a supermarket.

60. A system, comprising:

means for receiving identification information from a consumer;

means for identifying said consumer based upon said received identification information;

means for retrieving an exercised promotions denominator related to a promotion exercised by said identified consumer; and

means for determining a targeted promotion likely to be exercised based at least in part upon said retrieved exercised promotions denominator.

61. A system, comprising:

means for obtaining promotion information related to a particular promotion;

means for comparing said received promotion information to a plurality of exercised promotion denominators based on promotions exercised by a plurality of consumers; and

means for selecting a targeted consumer from said plurality of consumers based at least in part upon said plurality of exercised promotion denominators, said targeted consumer being likely to exercise said particular promotion.

62. A system, comprising:

means for receiving a request for a provision of targeted promotions, said request including at least one parameter related to said provision of targeted promotions;

means for selecting likely exercisers of a targeted promotion from a plurality of consumers based at least in part upon promotions exercised by said likely exercisers;

means for determining a targeted promotion likely to be exercised by said likely exercisers based at least in part upon promotions exercised by said likely exercisers; and

means for providing information related to at least one of said selected likely exercisers and said determined targeted promotion,

wherein said at least one parameter related to said provision of targeted promotions is used in at least one of said selecting step and said determining step.

63. A system, comprising:

a consumer identification information receiver configured to receive particular consumer identification information;

a consumer identification record configured to contain stored consumer identification information;

an exercised promotion record configured to contain a record of promotions exercised by said particular consumer;

a promotion output device configured to output a targeted promotion selected at least in part based upon said record of promotions exercised by said particular consumer; and

a processor configured to use said received particular consumer identification information to identify a particular consumer using said stored consumer identification information, and moreover to select said targeted promotion at least in part based upon said record of promotions exercised by said particular consumer contained in said exercised promotion record.

64. The system according to claim 63, wherein:

said promotion output device comprises a network interface; and

said targeted promotion comprises an electronic signal.

65. The system according to claim 63, further comprising:

a consumer promotion usage denominator identifier configured to identify a promotion usage denominator for said particular consumer based at least in part upon said record of promotions exercised by said particular consumer contained in said exercised promotion record.

66. The system according to claim 65, wherein said promotion usage denominator comprises a promotion relative value denominator.

67. The system according to claim 65, wherein said promotion usage denominator comprises a promotion absolute value denominator.

68. The system according to claim 65, wherein said promotion usage denominator comprises a promotion delivery method denominator.

69. The system according to claim 65, wherein said promotion usage denominator comprises a promotion exercise location denominator.

70. The system according to claim 65, wherein said promotion usage denominator comprises a promotion promoted product denominator.

71. The system according to claim 65, wherein said promotion usage denominator comprises a promotion class denominator.

72. The system according to claim 65, wherein said promotion usage denominator comprises a promotion exercise frequency denominator.

73. The system according to claim 65, wherein:  
said promotion usage denominator is based upon said record of promotions exercised in a first industry; and  
said targeted promotion is for a second product in a second industry.

74. The system according to claim 73, wherein said first industry comprises a packaged goods industry.

75. The system according to claim 65, wherein:  
said promotion usage denominator is based upon said record of promotions exercised in a first product class; and

said targeted promotion is for a second product in a second product class.

76. The system according to claim 74, wherein said first product class comprises goods and said second product class comprises services.

77. The system according to claim 65, wherein:  
said promotion usage denominator is based upon said record of promotions exercised for a first product class; and  
said targeted promotion is for a second product in a second product class.

78. The system according to claim 77, wherein said first product class comprises goods found at a supermarket.

79. A system, comprising:  
a promotion identification information receiver configured to receive particular promotion identification information from a vendor, said particular promotion identification information relating to a particular promotion;  
an exercised promotion record configured to store a plurality of promotion usage denominators for a plurality of consumers, said plurality of promotion usage denominators based at least in part on a record of promotions exercised by said plurality of consumers;  
a likely promotion exercisers output device configured to output a plurality of likely promotion exercisers of said particular promotion selected from said plurality of consumers based at least in part upon said plurality of promotion usage denominators; and  
a processor configured to use said received particular promotion identification information to select said plurality of likely promotion exercisers using said plurality of promotion usage denominators, and moreover to indicate to said likely promotion exercisers output device to output said plurality of likely promotion exercisers.

80. The system according to claim 79, wherein:

said likely promotion exercisers output device comprises a network interface; and  
said output plurality of likely promotion exercisers comprises an electronic signal.

81. The system according to claim 79, wherein said plurality of promotion usage denominators comprise a plurality of promotion relative value denominators.

82. The system according to claim 79, wherein said plurality of promotion usage denominators comprise a plurality of promotion absolute value denominators.

83. The system according to claim 79, wherein said plurality of promotion usage denominators comprise a plurality of promotion delivery method denominators.

84. The system according to claim 79, wherein said plurality of promotion usage denominators comprise a plurality of promotion exercise location denominators.

85. The system according to claim 79, wherein said plurality of promotion usage denominators comprise a plurality of promotion promoted product denominators.

86. The system according to claim 79, wherein said plurality of promotion usage denominators comprise a plurality of promotion class denominators.

87. The system according to claim 79, wherein:  
said plurality of promotion usage denominators are based upon said record of promotions exercised in a first industry; and  
said particular promotion is for a second product in a second industry.

88. The system according to claim 87, wherein said first industry comprises a packaged goods industry.

89. The system according to claim 79, wherein:

said plurality of promotion usage denominators are based upon said record of promotions exercised in a first product class; and

said particular promotion is for a second product in a second product class.

90. The system according to claim 89, wherein said first product class comprises goods and said second product class comprises services.

91. The system according to claim 79, wherein:

said plurality of promotion usage denominators are based upon said record of promotions exercised for a first product class; and

said particular promotion is for a second product in a second product class.

92. The system according to claim 91, wherein said first product class comprises goods found at a supermarket.

93. A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system, cause the computer system to perform the method recited in any one of claims 1 to 59.